

# **Minutes of the Tobacco Education and Research Oversight Committee**

**DECEMBER 3, 2001 MEETING**

Oakland Airport Hilton  
1 Hegenberger Road  
Oakland, CA 94621

## **MEMBERS PRESENT:**

Bruce Allen  
Ron Arias  
Stella Aguinaga-Bialous (present via speaker-phone hookup)  
Lourdes Baézconde-Garbanati  
Theresa Boschert  
Gregory Franklin  
Alan Henderson  
Susanne Hildebrand-Zanki  
Kirk Kleinschmidt  
Rod Lew  
Cheryl Raney  
Dorothy Rice

## **MEMBERS ABSENT:**

None

## **VACANCIES (APPOINTING AUTHORITY)**

Target Population Group Representative (Governor)

## **OTHERS IN ATTENDANCE:**

Dileep G. Bal, Chief, Cancer Control Branch, Department of Health Services (DHS)  
Maria Blagg, Alameda County Public Health Department  
Clara Boyden, San Mateo County Tobacco Control Program  
Wade Brynelson, Director of Learning Supp. & Partner Division, Department of Education (CDE)  
Francisco Buchting, Tobacco Related Disease Research Program (TRDRP), University of California (UC)  
Mike Dougherty, Next Generation Alliance  
Laura Eastman, Ground Zero Advocates  
Tim Filler, Americans for Nonsmokers' Rights  
Phillip Gardiner, TRDRP, UC  
Ann Goure, American Cancer Society (ACS)  
Larry Gruder, Director, Special Research Projects, UC  
Laura Keegan, American Lung Association of California (ALA)  
Jon Lloyd, Chief, Data Analysis & Evaluation Unit, Tobacco Control Section (TCS), DHS  
Sharon Muraoka, ACS  
Tony Najera, Consultant

Lisa Rea, American Heart Association (AHA)  
Steven Richards, ACS  
April Roeseler, Chief, Local Programs & Evaluation, TCS, DHS  
Meredith Rolfe, Healthy Kids Program Office, CDE  
Bill Ruppert, TCS, DHS  
Serena Chen, ALA, East Bay  
Margaret Shield, TRDRP, UC  
Robin Shimizu, Assistant Section Chief, TCS, DHS  
Holly Sisneros, TCS, DHS  
Colleen Stevens, Chief, Media Unit, TCS, DHS  
Scott Thomas, Bay Area Community Resources  
Roxanna Ursua, Asian Pacific Islander Tobacco Education Network

## **1. WELCOME, INTRODUCTIONS AND OPENING COMMENTS**

The Interim Chairperson, Professor Dorothy Rice, called the meeting to order at 9:30 a.m. She and each of the other Committee members introduced themselves. Members of the audience also introduced themselves and identified their affiliation. Professor Rice pointed out that Dr. Aguinaga-Bialous was participating in the meeting through the speaker telephone.

## **2. APPROVAL OF MINUTES AND REVIEW OF CORRESPONDENCE**

With a correction of the spelling of a member's name, the minutes of the October 9, 2001 meeting were approved.

Professor Rice addressed the matter that the terms of some new members are scheduled to expire January 1, 2002. It was mentioned that, in the early days of TERO, a legal opinion was rendered that a TERO member whose term has expired may continue to serve as a voting member until he or she is replaced or reappointed. Professor Rice stated that such has been the practice over time and that there has been no problem.

## **3. ELECTION OF CHAIRPERSON**

Professor Rice explained that Dr. Alan Henderson and Mr. Kirk Kleinschmidt had expressed interest in serving as chairperson of TERO. She asked if anyone else wished to place his or her name in nomination for chairperson, and, when no one responded, she asked Dr. Henderson and Mr. Kleinschmidt to describe to the Committee their qualifications for chairperson. After each explained their extensive qualifications and responded to questions from members of the Committee, a secret ballot vote was taken and Mr. Kirk Kleinschmidt was elected chairperson. Mr. Kleinschmidt immediately took over as Chairperson for the balance of the meeting.

#### **4. LEGISLATION**

Lisa Rea of AHA made the report on Legislation and explained that the Legislature is out of session and that there are many rumors about tobacco related legislation. Some of the major rumors are: the \$15 million ongoing funds to the Tobacco Control Program from the tobacco industry's annual master settlement agreement (MSA) payments to California may be at risk because of the state budget shortfall for fiscal year 2002-03; legislation is being considered to amend the tobacco stamp tax law which could bring in an additional \$9.7 million; there may be legislation to increase the tobacco tax by 25 or 50 cents per pack of cigarettes; and two legislators are again considering legislation to license tobacco retailers.

After an extensive discussion concerning the MSA funds for the Tobacco Control Program (TCP), a motion was passed to send a letter to Governor Davis and to the Department of Finance (DOF) indicating TEROC support for maintaining at least the current fiscal year 2001-02 amount of \$20 million from the state's MSA funds allocated to TCP. In addition to sending the letter, it was further agreed that the Committee members should meet with the Governor, DOF, and members of the Legislature to advocate on behalf of these MSA funds and plant the seed for additional funds; that the Committee work with other groups and individuals who also support the continuance of these funds; and that the Committee have a teleconference to discuss additional strategies to advance the TEROC position on the budget for funding to TCP, including the current TEROC Master Plan's recommendation that \$105 million of the MSA annual payments be appropriated for tobacco control and research.

Some Committee members requested that members receive information on pending legislation prior to meetings so they can come to the meetings prepared to discuss it.

#### **5. PROGRAM REPORTS BY AGENCIES** (Each agency sends a written report to TEROC prior to the meeting and responds to questions at the meeting.)

**5a. UC, TRDRP Report.** There was discussion and questions raised regarding the Community Academic Research Award (CARA) and School Academic Research Award (SARA) grants. At the request of the Committee, UC agreed to make a presentation at the next TEROC meeting with more detail concerning the CARA and SARA grants, including: how much money is involved; how funding decisions are made; and, what kinds of research areas are funded. In the context of the discussion of community-based research, some members of TEROC raised questions concerning how Proposition (Prop) 10 is being implemented, how its money is being spent, and what coordination is taking place between the Prop 10 program and the Prop 99 program, especially coordination of the media.

**5b. CDE Program Report.** The new chief of the Healthy Kids Program, Ms. Meredith Rolfe, was introduced. The competitive grants program for grades 9 through 12 and the Promising and Innovative Grants program were discussed. TEROC members asked representatives of CDE to give a report at the next TEROC meeting on what is working or successful in the in-school tobacco prevention and education program.

**5c. DHS Program Report.** DHS responded to questions regarding the stability of funding for the coming year, the recommended allocation balance to the program components, and the number

of media ads approved in years 2000-01. TEROC members asked to receive prior to the next meeting detail on the media campaign ads, including a cumulative list of ads, when approved, when run, in what markets, for what target groups.

## **6. MASTER PLAN**

The discussion of the development of TEROC's next tobacco Master Plan included the following recommendations:

- Appoint a subcommittee to work on the Master Plan
- Hire a writer to work with the Committee on the plan
- Complete the Master Plan and send it to the printer by the third week of November 2002 so that it be released on January 1, 2003
- Consider a goal of a 10 percent adult smoking prevalence rate by 2005 (currently 17.1 percent)
- Pull the top ten project summaries from DHS and CDE to see successful work done
- Involve the UC and CSU systems in the planning process
- Conduct a special meeting on the Master Plan on January 24, 2002 in Oakland, and hire an outside facilitator to lead the meeting
- Conduct "town hall" meetings on the Master Plan objectives.

All members expressed interest in participating in the January 24, 2002, Master Plan workgroup meeting.

## **9. OTHER BUSINESS AND NEXT MEETING DATES**

The date for the next regular TEROC meeting is:

**March 4, 2002, in Los Angeles.**

## **THE MEETING WAS ADJOURNED AT 3:10 p.m.**

## **ACTION ITEMS**

1. TEROC to conduct a special meeting on the Master Plan on January 24, 2002, in Oakland.
2. TEROC to send a letter to Governor Davis and to DOF indicating its support for maintaining at least the current fiscal year 2001-02 amount of \$20 million from the state's MSA funds allocated to the TCP
3. TEROC to receive information prior to meetings on pending legislation.
4. UC to make a presentation at next TEROC meeting on the CARA and SARA grant program.
5. CDE to make a report to TEROC at the next meeting concerning what is working in the in-school tobacco prevention and education program.
6. DHS to provide TEROC with detail on the media campaign ads prior to next meeting.
7. DHS and CDE to identify and provide TEROC with summaries of the top ten projects.